RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

March 6, 1998

RJR Account #315288
Mr. J. Mitiguy
DOWLINGS, INC.

JUNE: DORAL B1G1F / PROMOTION #800432

Dear John:

DORAL B1G1F ***pre-sleeved*** product (6M) has been ordered (see quantities listed below), as well as 90 skus of B1G1F Displays (Item #541865) to pack and ship this promotion to your participating retail accounts.

DORAL BRAND STYLE	B1G1F UPC Code	#/ (6M) Cases B1G1F
Men Lt 100	12300-25365	3
Ult Light 100	12300-25363	3
Lt Box 100	12300-25370	3
FF Box 100	12300-25369	3

DISPLAY DETAIL (#541865)
EACH PRE-SLEEVED 6M CASE CONTAINS 30 WHITE CARTONS.
EACH WHITE CARTON CONTAINS 5 PRE-SLEEVED B1G1F DEALS
EACH DISPLAY CONTAINS 4 WHITE CARTONS OR '20 B1G1F OFFERS'.

Product PO #518-A; Displays PO #518-B

Product / Display Arrival:	**May 18, 1998**
Ship Date to Retail:	**Week of: June 8, 1998**
SKU CUBE :	**0.4955**
SKU WT (w/o Product):	**1.1000 lbs**
Retail Sales Offer per Sku:	**20 Offers**
Billing per Sku:	**2 Savings Cartons**
EFT $ Amount:	**$1,056.62**

PARTNERS 'BONUS' REPORTING DESCRIPTION	'DOR JUN B1G1F'

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PROMOTION DESCRIPTION: SEE ENCLOSED *'WHOLESALER PACKING INSTRUCTIONS'*. UTILIZE PRE-ASSEMBLED DISPLAY. BECAUSE THIS PRODUCT IS **PRE-SLEEVED,** IT IS NOT NECESSARY TO 'LOAD' DISPLAY. RETAILERS WILL HANDLE DISPLAY SET-UP AT STORE LEVEL. *(A 'RETAILER PROMOTIONAL PACKING EXPLANATION SHEET' IS INCLUDED IN EACH DISPLAY).* SHIP NUMBER OF DISPLAYS TO EACH RETAIL ACCOUNT AS INDICATED ON THE ATTACHED *CUSTOMER LIST.*

DISPLAY LOAD:
*4 CARTONS; ONE CARTON EACH STYLE:
DORAL MEN LT 100 / ULT LT 100 / LT BOX 100 / FF BOX 100

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $4.90 per **promoted 6M** case for all displays packed and shipped to retail on a timely basis. This equates to **$58.80 (12 (6M) case(s) @ $4.90).** Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: B. Cook
L. E. MacWilliams

Enclosures:
- Customer List
- Wholesaler Packing Instructions
- Promotion Flyer

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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WHOLESALER : 315288 DOWLINGS, INC. <DIRECT>
TEMPLATE : 800432 80600 DOR JUN B1G1P
TEMPLATE SEQ : 0910
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT	PHONE #
163802		804665	MOBIL CONVENIENCE	210 WASHINGTON ST	CLAREMONT	NH	03743	1					(603)542-1960
163802	163825	691069	CLAREMONT TEXACO	114 PLEASANT ST	CLAREMONT	NH	03743	4					(603)542-2278
163802	163825	737948	CLAREMONT MOBIL	237 MAIN ST	CLAREMONT	NH	03743	2		2794-0200			(603)542-3080
163802	163827	723336	220-LB FASTOP	LEBANON EXXON	LEBANON	NH	03766	1		1657-0000			(603)448-6965
162301	162323	343312	EXXON SHORT STOP	443 ROUTE 3	PLATTSBURGH	NY	12901	1		2681-0000		2778	(518)563-0043
162301	162323	619802	SHORT STOP #111	433 CORNELIA STRE	PLATTSBURGH	NY	12901	1		2681-0000		2443	(518)563-8756
162301	162323	113645	NO COUNTRY BAIT	23 N RIVER ST	SWANTON	VT	05488	1		2794-0200		349	(802)868-7843
162301	163829	509373	MILTON SHORT STOP02	ROUTE #7	MILTON	VT	05468	1		2681-0000		2513	(802)893-6536
162301	162323	576895	ALBURG SHORT STOP 3	RTE_2	ALBURG	VT	05440	1		2681-0000		3499	(802)796-3360
162301	162323	727620	300-SA P.J'S MINIT	STOP EXXON	ST ALBANS	VT	05478	1		1657-0000			(802)527-1128
162301	162323	760317	330-SW CHAMPLAIN	FARMS EXXON	SWANTON	VT	05488	1		1657-0000			(802)868-7790
162301	162323	702261	SWANTON SHORT STOP	97 1ST ST	SWANTON	VT	05488	1		2681-0000			(802)868-3527
162301	162323	711211	DICK & PAM'S MARKET	ROUTE 105	EAST BERKSHIRE	VT	05447	1					(802)933-2153
162301	162323	664545	ALBURG EXXON SHORT	STOP	ALBURG	VT	05440	1		2681-0000			(802)796-4705
162301	163829	475125	150-C1 CHAMPLAIN	FARMS TEXACO	COLCHESTER	VT	05446	1		1657-0000			(802)655-4703
162301	163829	594886	MOBIL SHORT STOP 02	ROUTE 7	MILTON	VT	05468	1		2681-0000		3724	(802)893-2573
162301	163829	615922	400-WN2 CHAMPLAIN	FARMS EXXON	WINOOSKI	VT	05404	1		1657-0000			(802)655-4336
162301	163829	502627	CHAMPLAIN FARMS	342 ROOSEVELT HWY	COLCHESTER	VT	05446	1					(802)879-6386
162302	162325	804447	MARTIN STOP & GO	261 BENMONT AVE	BENNINGTON	VT	05201	1					(802)442-9465
162302	162325	771336	EAST ROAD VARIETY	1677 EAST RD	BENNINGTON	VT	05201	1					(802)447-7528
162302	162325	771337	MAGUIRE'S MARKET	510 SOUTH ST	BENNINGTON	VT	05201	1					(802)442-8957
163801	163829	114012	CENTRAL BEV MART	4 CENTRAL ST	ESSEX JUNCTION	VT	05452	3				2218	(802)879-6471
163801	163829	324703	RIVERSIDE BEVERAGE	500 RIVERSIDE AVE	BURLINGTON	VT	05401	1					(802)864-9638
163801	163829	328735	KERRYS KWIK STOP	249 SAINT PAUL ST	BURLINGTON	VT	05401	1				2157	(802)863-9279
163801	163829	399636	LUCKY LANCE	1355 NORTH AVE	BURLINGTON	VT	05401	1				2994	(802)863-7161
163801	163829	456241	MOBIL SHORT STOP	1555 NORTH AVE	BURLINGTON	VT	05401	1		2681-0000		2858	(802)660-8680
163801	163829	500924	TAFT COR. SHORT STO	JCT. 2 & 2A #0	WILLISTON	VT	05495	1		2681-0000		2511	(802)879-0223
163801	163829	512774	MOBIL SHORT STOP 00	977 SHELBURNE RD	SOUTH BURLINGT	VT	05403	1		2681-0000		2448	(802)864-9654
163801	163828	555572	CROSSROADS DISC BEV	52 N MAIN ST	WATERBURY	VT	05676	1				2169	(802)244-5062
163801		571864	260-M3 FASTOP TEXAC	108 STATE ST	MONTPELIER	VT	05602	1		1657-0000			(802)223-6817
163801	163829	576934	MOBIL SHORT STOP	1314 WILLISTON RD	SOUTH BURLINGT	VT	05403	1		2681-0000		2449	(802)658-4635
163801	163829	587759	20-B2 ROTARY MART E	103 SHELBURNE ST	BURLINGTON	VT	05401	1		1657-0000			(802)655-4703
163801	163828	590776	110 BE3 FASTOP EXXO	377 N MAIN ST	BARRE	VT	05641	1		1657-0000			(802)476-7695
163801	163828	595955	360-WF CHAPMPLAIN	FARMS GULF	WATERBURY	VT	05676	1		1657-0000			(802)244-8351
163801	163827	615925	170-DB CHAMPLAIN	FARMS EXXON	NEWPORT	VT	05855	1		1657-0000			(802)766-2182
163801	163827	623878	OCTANE INC SHORTSTO	RTE. 5	DERBY	VT	05829	1		2681-0000		2378	(802)334-6835
163801	163829	649433	190-ES CHAMPLAIN	FARMS EXXON	ESSEX JUNCTION	VT	05452	1		1657-0000			(802)879-5232
163801	163828	659599	BERLIN SHORT STOP	324 BERLIN/MONTPE	BARRE	VT	05641	1		2681-0000		4284	(802)479-2213
163801	163829	665918	INTERSTATE SHELL	1055 WILLISTON RD	BURLINGTON	VT	05403	1				3806	(802)660-9405
163801	163828	670403	370-WB2 FASTOP EXXO	RT 100	WATERBURY	VT	05676	1		1657-0000			(802)644-6426
163801	163827	679268	320-SJ CHAMPLAIN	FARMS TEXACO	SAINT JOHNSBUR	VT	05819	1		1657-0000			(802)748-4000
163801	163828	683709	90-BE1 DAVE'S TEXAC	13-15 SOUTH MAIN	BARRE	VT	05641	1		1657-0000			(802)479-9897

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WHOLESALER : 315288 DOWLINGS, INC. <DIRECT>
TEMPLATE : 800432 80600 DOR JUN B1G1F
TEMPLATE SEQ : 0910
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
163801	163829	694308	SHORT STOP #143	RT #116 & COMMERC	HINESBURG	VT	05461	1		2681-0000		(802)482-4556
163801	163829	703503	MORETOWN SHORT STOP	RT. #100	MORETOWN	VT	05660	1		2681-0000		(802)496-6580
163801	163829	711780	U SAVE BEVERAGE CTR	1302 WILLISTON RD	S BURL	VT	05403	1				(802)862-2907
163801	163829	740858	60-B6 CHAMPLAIN	FARMS TEXACO	BURLINGTON	VT	05401	1		1657-0000		(802)862-6070
163801	163829	760220	BALLARD'S STORE	P.O. BOX 2	HINESBURG	VT	05461	1			2217	(802)482-2070
163801	163829	760698	MOBIL SHORT STOP 00	1830 SHELBURNE RD	SOUTH BURLINGT	VT	05403	1		2681-0000	2539	(802)658-2965
163801	163829	964662	WASHBURN SERVICENTE	HC 33 BOX 213	RICHMOND	VT	05477	1		2794-0200	2231	(802)434-3818
163801	163829	965513	BOURNE'S SERV. CTR.	760 SHELBURNE RD	SOUTH BURLINGT	VT	05403	1			2300	(802)658-6460
163801	163829	290017	CHAMPLAIN FARMS	219 MAIN ST	BURLINGTON	VT	05401	1				(802)863-1998
163801	163829	114052	LUCKY SPOT VARIETY	RT 117	RICHMOND	VT	05477	1			2099	(000)434-2332
163801	163827	113765	JIMMY KWIK	60 COVENTRY ST	NEWPORT	VT	05855	3			2454	(802)334-2132
163801	163829	114008	5 CORNERS BEVERAGE	39 PARK ST	ESSEX JUNCTION	VT	05452	1				(802)879-7101
163801	163829	113549	THE SPRING BEV	1130 NORTH AVE	BURLINGTON	VT	05401	1				(802)863-4792
163801	163829	113590	MARVIN'S MARKET	221 COLCHESTER RD	ESSEX JUNCTION	VT	05452	1		2794-0200		(802)878-5892
163801	163829	113504	THE SHOPPING BAG	166 NORTH ST	BURLINGTON	VT	05401	1				(802)658-4790
163801	163829	113507	LAROW'S MARKET	144 NORTH ST	BURLINGTON	VT	05401	1				(802)864-0363
163801	163829	073037	COLONIAL DELI MART	50 SUSIE WILSON R	ESSEX JUNCTION	VT	05452	1			956466	(802)879-7471
163801	163829	114080	ESSEX DISCOUNT BEV.	RT 15 PO BOX 506	ESSEX CENTER	VT	05451	3			2355	(802)879-8951
163801	163828	114105	BRADLEYS GENERAL	RT 15	JOHNSON	VT	05656	1				(802)635-2496
163802	163829	113912	PARK FILLING STATIO	3 WEST ST	BRISTOL	VT	05443	2			2463	(802)453-3000
163802		767784	RTE 100 ENTERPRISES	ROUTE 100	PITTSFIELD	VT	05762	1				(802)746-9939
163802	163827	790320	WILDER SMART SHOP	TAFT AVE & US RT	WILDER	VT	05088	1		5247-0000		
163802	163828	754471	UNION ST. GROCERY	30 UNION ST	BRANDON	VT	05733	2			3045	(802)247-6019
163802	163828	755347	270-NF CHAMPLAIN	FARMS EXXON	NORTHFIELD	VT	05663	1		1657-0000		(802)485-6000
163802	163828	742293	120-BTH CHAMPLAIN	FARMS GULF	BETHEL	VT	05032	1		1657-0000		(802)234-5376
163802	163828	309215	350-WF CHAMPLAIN	FARMS EXXON	WAITSFIELD	VT	05673	1		1657-0000		(802)496-3196
163802	163828	425673	BOVE MART, INC.	213 N MAIN ST	RUTLAND	VT	05701	1			3060	(802)775-7901
163802	163828	437115	280-RD CHAMPLAIN	FARMS GULF	RANDOLPH	VT	05060	1		1657-0000		(802)728-6511
163802	163828	576909	GMB DISCOUNT BEVERA	RR 3 BOX 7020	RUTLAND	VT	05701	1			4852	(802)773-8122
163802	163828	615934	130-BRN CHAMPLAIN	FARMS GULF	BRANDON	VT	05733	1		1657-0000		(802)247-6164
163802	163828	623941	SHORT STOP #014	N. MAIN ST.	RUTLAND	VT	05701	1		2681-0000	2450	(802)773-1732
163802	163828	663162	GROVE ST SHORT STOP	129 GROVE ST	RUTLAND	VT	05701	1		2681-0000	3352	(802)773-6919
163802	163829	665502	230-MB CHAMPLAIN	FARMS TEXACO	MIDDLEBURY	VT	05753	1		1657-0000		(802)388-2122
163802	163828	670402	OCTANE SHORT STOPIN	ROUTE 4 EAST	RUTLAND	VT	05701	1		2681-0000	4430	(802)747-0294
163803	163825	746262	BRATTLEBORO MOBIL	PUTNEY ROAD	BRATTLEBORO	VT	05301	1				(802)254-7397
163803	163825	361537	ROUTE 9 SUNOCO	ROUTE 9	WILMINGTON	VT	05363	1				(802)464-3372

PAGE BREAK TOTAL ACCOUNTS 78 TOTAL QUANTITY 90

TEMPLATE TOTAL ACCOUNTS 78 TOTAL QUANTITY 90

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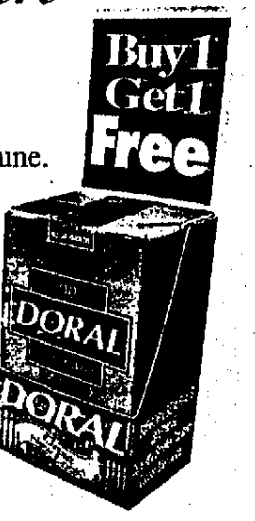
DORAL

Discover Our New Look, The Big American Adventure Sweepstakes, And A Buy1 Get 1 Free Promotion.

June Is Packed with Excitement!

Only Doral could bring such excitement to the month of June. First of all, we're introducing a dynamic new packaging design, as well as a sweepstakes offering your customers a chance to win a chartered tour of six exciting American destinations. Then there's the **Buy 1 Get 1 Free Promotion.**

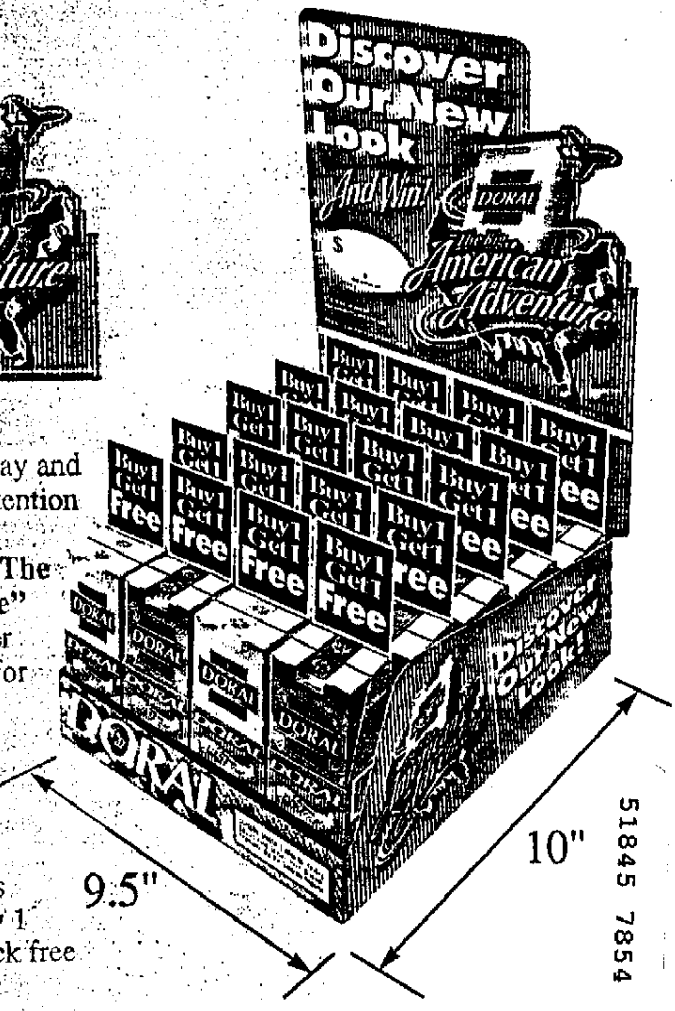
The 2-pack sleeves are pre-packaged in a 20-unit display which can be easily restocked and refilled.



2-Pack Sleeve

POS Card/ Alternate Header

Counter Display



Next, the Counter Display and POS Card work to call attention to your money-saving promotion as well as to "The Big American Adventure" Sweepstakes. The Counter Display is small enough for any sales counter.

Details -

- 20 Offers Per SKU
- Special complimentary tear-tape on gratis packs
- Offer to customer - Buy 1 pack of Doral, get 1 pack free

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SWEEPSTAKES VOID IN MA, MI, AND VA, AND WHERE PROHIBITED BY LAW.

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WHOLESALER PACKING INSTRUCTIONS

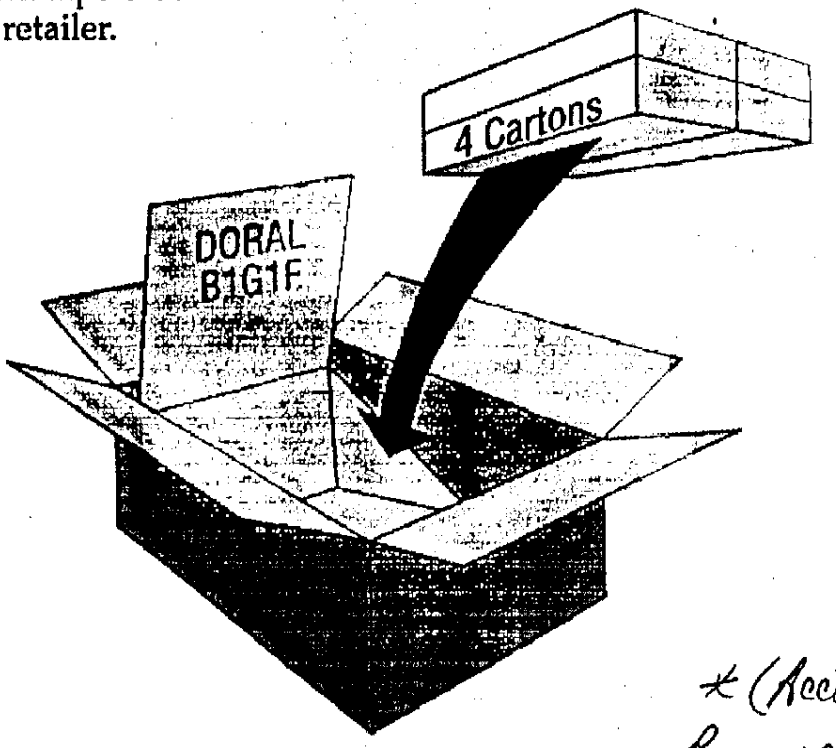
VALUE ADDED PROMOTIONS | 2ND QTR.'98

June DORAL B1G1F

(Buy 1 Pack Get 1 Free)

STEPS

1. Open DORAL B1G1F shipping case.
2. Place 4 cartons of DORAL promotional product into shipping/display case. **Promotional product is in white cartons and is pre-sleeved.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



* (Accts w/15 or less) Ensure Band Mix if only 2 styles are shipped

Item: # 541865
Promotion Reporting Description: DOR JUN B1G1F

Brand Style	MEN LT 100	ULT LT 100	FF BOX 100	LT BOX 100		
Number of Cartons	1	1	1	1		

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